



DIAMOND BUSINESS ASSOCIATION, INC.

dba
SOUTHEASTERN DIAMOND BUSINESS DISTRICT (SDBD)

Board of Directors Meeting
June 16, 2015 at 6:00PM at Tubman Chavez Center, 415 Euclid Ave., SD 92114

MINUTES of the June 16, 2015 Board Meeting

Board Members Present: Carlos Vasquez (CIVIC San Diego), Marco Ortiz (Farmers Insurance Agency), Stephen Walters (PCS World Network), Marion McCord (Alpha Center), Venus Molina (Jacobs Center for Neighborhood Innovation), Tony Araiza (NY Buffalo Wings & Ribs)

Board Members Excused: Hugh Muhammad (RBW Security)

Board Members Not Excused: Dora Mendivil-Angulo (Center for Employment Training)

Quorum was present (6 of 8 members).

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Steve Otto (Consultant), Elizabeth Studebaker, Michael Allen.

Website: www.SDBD.org Email: info@SDBD.org

Board meeting was called to order by President Vasquez at 6:12 pm. Self-introductions were made. Roll call.

Public Comment: none

Consent Agenda (Action Items)

1. Approval Board Meeting Minutes of May 19, 2015; and
2. Board Elections
 - a. Postpone Annual Meeting with Board Elections and continue working with Nominations Committee to consider additional candidates, close nominations, adopt a slate of candidates, and order preparation of a ballot to be voted at the September 15, 2015 Annual Meeting
 - b. Continue terms of Tony Araiza and Marion McCord for three months (thru 9/30/15)
3. Authorization of President to sign sub-contract with Maribel Rico-Ortiz (Bookkeeping Services for 6 months (July 1 to January 31)).

Motion: Motion was made by Marco Ortiz to approve the Agenda and Consent Agenda Action Items for today's meeting. Seconded by Venus Molina . Vote: 6-0-0 Motion passed.

President's Report/Executive Committee Report (Carlos Vasquez)

Carlos Vasquez reported that we needed discretionary funds to pay for reimbursable grant items and recommended that we apply for a line of credit at US Bank. Liliana Garcia-Rivera indicated that a board member would have to guarantee the line of credit. Marco Ortiz stated that he was not in a position to sign as a guarantor. If authority is given to apply, we will seek out a guarantor. Additionally, we will create and adopt policies for the use of the line of credit in our By-laws and/or Financial Policy Procedures.

Motion: Motion was made by Venus Molina to apply for a line of credit at US Bank. Second by Stephen Walters. Vote: 6-0-0 Motion passed.

The following reports were also given by Carlos Vasquez:

1. Evaluation of Executive Director: The Committee for Review and Evaluation of Executive Director consists of Carlos Vasquez, Marco Ortiz, Marion McCord, with Steve Otto as Advisor. Liliana Garcia-Rivera has been asked to prepare a one-page report of the 2014/2015 accomplishments. Steve Otto clarified that the Liliana Garcia-Rivera's one-year contract ends July 30, 2015.
2. Banner Policy
Carlos Vasquez and Hugh Muhammad met over the Ramadan Banner request. We will put up the Ramadan banners in all light posts requested, except at the intersection of Euclid and Imperial due to the placement of the Live Love Laugh Learn Banners being installed at the same time to coincide with the Celebration of the Four Corners of Life Celebration. The banner order will be placed by the BID and invoiced to Hugh Muhammad for reimbursement. The issue of whether Ramadan is considered a religious holiday will be resolved before next Ramadan. Elizabeth Studebaker from OSB said that she was not sure if the City Attorney would respond on whether or not the Ramadan banners were deemed to be a of a religious nature. A photograph was requested and will be sent to Elizabeth Studebaker. Hugh Muhammad has told Carlos Vasquez that he will follow up with the City of San Diego or the Mayor's Office. We will need something in writing from the City of San Diego. The existing policy was reviewed and noted that the non-religious language needed to be re-inserted into the existing policy, as previously instructed by Elizabeth Studebaker. The pricing of the existing policy needs to be reviewed and revised, as well as including an addendum to addresses sponsorship of the organization's banners. Next year, everyone will need to adhere to the amended banner policy procedures adopted by the board of directors.
3. Equipment Policy: No progress from last month. This item has again been tabled.
4. Discuss feasibility of forming Maintenance Assessment District (MAD): This item has again been tabled.
5. Handling future letters of request: Warren Simon was not present to report on the progress of the BID Council's policy. This item has again been tabled.

Financial Reports for June 2015

Liliana Garcia-Rivera discussed the details of the financial report. It was filed and received.

Executive Director's Report (Liliana Garcia Rivera)

1. Events: Diamond Festival Meetings are moving forward. Taste of the Diamond was rescheduled back to October 15th, 2015, so that we will have more time to recruit new restaurants and sponsorships.
2. Economic Development/Storefront Improvement: Greene Cat-We are still waiting for the final contractor bid estimate.
3. Revamp Energy: Liliana Garcia-Rivera deferred to Marco Ortiz to report on the meeting held with Revamp Sustainable Energy program. Marco Ortiz explained that Revamp offers solar system and lighting retrofits to residential and commercial property owners and that they were open to establishing an exclusive referral fee program with the Diamond Business Association. A proposed contract received from Revamp was circulated.. The referral fee would be a flat \$3k per completed

project. They will be holding a workshop for our business owners on July 30th. There was discussion over whether sufficient due diligence has been done on the company and also the need to retain legal counsel to review the agreement.

4. Design/Street-Scape (Public Art): The LIVE, LOVE, LAUGH, and LEARN Public Art was installed at the Greene Cat and the funds the SDMA had for the community celebration are being contributed to the Second Annual Four Corners of Life Celebration taking place July 5th. Our LIVE LOVE LAUGH LEARN Banners will be installed before that day.

BID Membership Survey (Steve Otto)

Steve Otto presented a report of his efforts to survey each storefront business within the BID boundaries. A report was submitted to the City of San Diego and we expect to see an increase in members.

Next Meeting: July 22, 2015 @ 6pm

The meeting adjourned at 7:39 pm

Written by Liliana Garcia-Rivera.